



The **social impact of audio-visual materials** is achieved when, after having reached citizens (dissemination) and having been used by them (transfer), social improvements are produced concerning the objectives defined by the society itself.

- The dissemination to citizens includes individuals, groups, movements, associations, companies, institutions and governments.
- The transfer is only obtained when citizens not only receive the dissemination of audio-visual materials but also generate a change in their actions. For example, one modality of the transfer is the political impact, when those audio-visual materials influence a change on the policies of a topic.
- The social impact occurs when as a result of this transfer the citizenry, or part of it, improves regarding the objectives approved by the society itself, for example on the UN Sustainable Development Goals.

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